



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Randolph, AL

## Top Tapestry Segments:

Southern Satellites	63.6%
Rural Bypasses	18.0%
Rooted Rural	13.0%
Home Town	5.4%

## Demographic Summary

	2007	2012
Population	23,479	24,123
Households	9,232	9,551
Families	6,532	6,644
Median Age	39.0	40.3
Median Household Income	\$33,691	\$37,323

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	51	\$1,399.45	\$12,919,724
Men's	53	\$263.89	\$2,436,272
Women's	48	\$465.98	\$4,301,887
Children's	61	\$269.99	\$2,492,524
Footwear	46	\$232.23	\$2,143,987
Watches & Jewelry	47	\$92.60	\$854,885
Apparel Products and Services <sup>1</sup>	51	\$74.76	\$690,169
<b>Computer</b>			
Computers and Hardware for Home Use	52	\$115.05	\$1,062,119
Software and Accessories for Home Use	47	\$13.98	\$129,056
<b>Entertainment &amp; Recreation</b>	61	\$2,099.01	\$19,378,070
<b>Fees and Admissions</b>	44	\$267.80	\$2,472,348
Membership Fees for Clubs <sup>2</sup>	46	\$72.60	\$670,235
Fees for Participant Sports, excl. Trips	46	\$52.56	\$485,250
Admission to Movie/Theatre/Opera/Ballet	40	\$60.37	\$557,327
Admission to Sporting Events, excl. Trips	47	\$27.06	\$249,810
Fees for Recreational Lessons	42	\$55.21	\$509,726
<b>TV/Video/Sound Equipment</b>	60	\$696.99	\$6,434,609
Community Antenna or Cable Television	65	\$432.87	\$3,996,252
Color Televisions	51	\$70.07	\$646,866
VCRs, Video Cameras, and DVD Players	60	\$23.29	\$215,010
Video Cassettes and DVDs	60	\$36.78	\$339,537
Video Game Hardware and Software	59	\$19.45	\$179,580
Satellite Dishes	66	\$1.01	\$9,349
Rental of Video Cassettes and DVDs	56	\$33.49	\$309,204
Sound Equipment <sup>3</sup>	49	\$76.90	\$709,982
Rental and Repair of TV/Sound Equipment	54	\$3.12	\$28,829
Pets	74	\$327.46	\$3,023,070
Toys and Games	64	\$115.77	\$1,068,802
Recreational Vehicles and Fees <sup>4</sup>	79	\$361.43	\$3,336,730
Sports/Recreation/Exercise Equipment <sup>5</sup>	60	\$138.97	\$1,282,994
Photo Equipment and Supplies <sup>6</sup>	57	\$77.92	\$719,322
Reading <sup>7</sup>	53	\$112.67	\$1,040,195
<b>Food</b>	62	\$5,253.17	\$48,497,302
<b>Food at Home</b>	65	\$3,251.42	\$30,017,138
Bakery and Cereal Products	64	\$464.62	\$4,289,364
Meat, Poultry, Fish, and Eggs	67	\$881.21	\$8,135,336
Dairy Products	65	\$355.37	\$3,280,770
Fruit and Vegetables	59	\$518.29	\$4,784,860
Snacks and Other Food at Home <sup>8</sup>	66	\$1,031.93	\$9,526,808
<b>Food Away from Home</b>	59	\$2,001.75	\$18,480,164
Alcoholic Beverages	51	\$317.78	\$2,933,775
Nonalcoholic Beverages at Home	69	\$299.89	\$2,768,615



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	29	\$436.56	\$4,030,317
Vehicle Loans	76	\$4,678.00	\$43,187,318
<b>Health</b>			
Nonprescription Drugs	69	\$84.53	\$780,379
Prescription Drugs	83	\$481.62	\$4,446,283
Eyeglasses and Contact Lenses	64	\$53.56	\$494,497
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	52	\$4,547.97	\$41,986,865
Maintenance and Remodeling Services	54	\$1,057.36	\$9,761,533
Maintenance and Remodeling Materials <sup>10</sup>	77	\$289.20	\$2,669,861
Utilities, Fuel, and Public Services	67	\$2,931.01	\$27,059,106
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	55	\$76.12	\$702,758
Furniture	52	\$331.02	\$3,055,958
Floor Coverings	48	\$43.43	\$400,944
Major Appliances <sup>12</sup>	68	\$198.75	\$1,834,876
Housewares <sup>13</sup>	57	\$59.43	\$548,671
Small Appliances	64	\$23.69	\$218,670
Luggage	40	\$4.15	\$38,271
Telephones and Accessories	55	\$26.40	\$243,709
<b>Household Operations</b>			
Child Care	43	\$180.81	\$1,669,264
Lawn and Garden <sup>14</sup>	79	\$353.33	\$3,261,942
Moving/Storage/Freight Express	51	\$27.08	\$249,957
Housekeeping Supplies <sup>15</sup>	67	\$514.74	\$4,752,119
<b>Insurance</b>			
Owners and Renters Insurance	71	\$342.49	\$3,161,867
Vehicle Insurance	65	\$951.58	\$8,784,962
Life/Other Insurance	68	\$435.44	\$4,019,985
Health Insurance	73	\$1,433.79	\$13,236,741
Personal Care Products <sup>16</sup>	61	\$286.87	\$2,648,419
School Books and Supplies <sup>17</sup>	51	\$61.34	\$566,278
Smoking Products	80	\$385.80	\$3,561,701
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	74	\$4,245.64	\$39,195,725
Gasoline and Motor Oil	75	\$1,517.42	\$14,008,840
Vehicle Maintenance and Repairs	62	\$661.71	\$6,108,891
<b>Travel</b>			
Airline Fares	42	\$172.43	\$1,591,910
Lodging on Trips	53	\$215.93	\$1,993,479
Auto/Truck/Van Rental on Trips	39	\$16.87	\$155,720
Food and Drink on Trips	54	\$254.78	\$2,352,155

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.